

Message Text

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SUBJECT: COMMENTS ON T.O. SURVEY

REF: (A) OSAKA-KOBE 59

(B) 75 STATE A-6912

(C) 75 OSAKA-KOBE A-27

(D) 75 OSAKA-KOBE A-18

1. CONGEN NOT CERTAIN THAT RESULTS OF THIS SURVEY CORRECTLY MEASURE EFFECTIVENESS OF T.O. PROGRAM. SUCCESS RATIO (APPROX. 10 PERCENT) PLUS THOSE CASES STILL UNDER NEGOTIATION (13 PERCENT) CONSIDERABLY LESS THAN THOSE OF EARLIER SURVEYS CONDUCTED FOR JULY AND DECEMBER 1974 (REF C AND D). (JULY RESULTS WERE POLLED AFTER 12 MONTHS; DECEMBER'S POLLED AFTER 6 MONTHS). SUCCESS RATIO AND RATIO OF CASES STILL UNDER NEGOTIATION WERE 40 PERCENT AND 6 PERCENT RESPECTIVELY FOR JULY, 1974 AND 17 PERCENT AND 35 PERCENT RESPECTIVELY FOR DECEMBER, 1974. POSSIBLE REASONS FOR LOWER FEBRUARY RATE MAY INCLUDE:

A) JAPAN CONTINUED IN ITS DEEPEST POST-WAR RECESSION THROUGHOUT 1975. IN FEBRUARY 1975 BUSINESSMEN WERE EXPECTING AN UPTURN IN THE SPRING. MANY PRODUCTS REQUESTED IN FEBRUARY WERE DESIRED FOR SUMMER SALE. WHEN THE ECONOMY FAILED TO SHOW SIGNS OF RECOVERY, PURCHASES WERE NOT MADE.

B) IN FEBRUARY 1975 CONGEN WAS TRYING TO INCREASE PRODUCTION OF T.O.S. T.O. POSTCARD SYSTEM, WHICH EASILY LOCATES BUSINESSMEN INTERESTED IN IMPORTING GOODS FROM THE U.S., WAS NOT YET IN USE.

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CONSEQUENTLY FSLs, WHO GATHER ALL OUR T.O.S, WERE CALLING PAST

T.O. USERS TO SEE IF ANY NEW U.S. PRODUCTS WERE DESIRED. THIS METHOD OF SOLICITATION MAY HAVE RESULTED IN COMPANIES WITH LESS SINCERE IMPORTATION PLANS REQUESTING T.O.S.

C) JAPANESE COMPANIES RECEIVED WERE RESPONSES FROM U.S. SUPPLIERS THAN THEY HAD IN EITHER OF THE EARLIER POLLED MONTHS. IN JULY AND DECEMBER 1974, 8 PERCENT AND 14 PERCENT RESPECTIVELY OF THE JAPANESE COMPANIES RECEIVED NO REPLIES, WHILE 21 PERCENT OF FEBRUARY T.O. USERS RECEIVED NO REPLY. WHEN ADDED TO THOSE COMPANIES RECEIVING ONE TO THREE REPLIES, THIS AMOUNTED TO 57 PERCENT OF THE TOTAL. THIS PAUCITY OF REPLIES, COUPLED WITH THE NON-RESPONSIVENESS OF SOME OF THE REPLIES, ACCOUNTED FOR 74 PERCENT OF T.O.S. THAT FAILED (CATEGORY B(1) PLUS (2)). AS EXAMPLES OF NON-RESPONSIVENESS, T.O. REQUEST FOR ORAL HYGIENE EQUIPMENT REPLIED TO BY OFFER TO SUPPLY COOKWARE; T.O. REQUEST FOR DENTAL SUTURE NEEDLES REPLIED TO BY OFFER TO SUPPLY NON-DENTAL NEEDLES; T.O. REQUEST FOR WINDOW CLEANING EQUIPMENT REPLIED TO BY OFFER TO SUPPLY FLOOR CLEANING EQUIPMENT.

2. REGARDLESS OF SURVEY'S RESULTS, WE WISH TO POINT OUT PHENOMENON THAT MAY BE LOST IN SEARCH FOR NUMBERS TO MEASURE SUCCESS OF T.O. PROGRAM. THIS POST'S T.O. PROGRAM HAS PUT A LARGE NUMBER OF POTENTIAL JAPANESE BUYERS IN TOUCH WITH EVEN LARGER NUMBERS OF POTENTIAL AMERICAN SUPPLIERS. WHILE THE CURRENT DEPRESSED STATE OF JAPAN'S ECONOMY PROBABLY DRIVES DOWN CHANCES FOR IMMEDIATE RESULTS, WE SHOULD NOT LOSE SIGHT OF PROSPECTS FOR FUTURE TRADE THAT ARE GENERATED BY THIS OPENING OF COMMUNICATION LINKS.

3. CONCLUSION: THE LAST TWO SENTENCES OF PARAGRAPH C ABOVE SUGGEST THAT A FINER DEFINITION OF SIC NUMBERS WOULD BRING GREATER ACCURACY TO PRODUCT IDENTIFICATION AND GREATLY IMPROVE THE T.O. PROGRAM, ABOUT WHICH WE REMAIN ENTHUSIASTIC. (SEE OSAKA-KOBE A-03 OF JANUARY 17, 1975 FOR ELABORATION.)
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